FOR IMMEDIATE RELEASE
AUGUST 14, 2026

MELANIE MARTINEZ CELEBRATES 10 YEARS OF BREAKTHROUGH DEBUT ALBUM *CRY BABY*

CRY BABY (DELUXE) 3LP SET INCLUDING LIMITED REPRESS OF *DOLLHOUSE* EP AVAILABLE FOR PRE-ORDER NOW

LIMITED-EDITION NEW MERCH COLLECTION LAUNCHES TODAY

RELAUNCH OF ICONIC CRY BABY PERFUME MILK SELLS OUT IN 8 HOURS

Multiplatinum singer, songwriter, director, and visionary **Melanie Martinez** celebrates a decade of her seminal 2x-Platinum debut album ***Cry Baby*** with the release of the limited-edition new 3LP ***Cry Baby (Deluxe)*** available for pre-order now via **Atlantic Records**. The 3LP version notably features a new 2025 repress of the highly coveted ***Dollhouse*** **EP** on vinyl. The original 2015 Record Store Day

pressing flew off the shelves, selling out its first run of 3,000 copies promptly and creating overwhelming demand on the resale market.

As part of the 10th anniversary drop, she has also launched an exclusive ***Cry Baby*** merch line comprising two new t-shirts, a zip-up hoodie, a handheld mirror, a poster, and a cami top - available now via her official webstore.

"Ten years have flown by and I've gained such a unique community because of the creation of this character, Crybaby. How beautiful to experience this growth together over the years and see so many like-minded, sensitive, passionate, creative people make life-long friendships over this art and music. Thank you for your endless love and support. I really am so grateful and can't wait for all the enchanting artistic memories we will make together in the future. " - **MELANIE MARTINEZ**

Martinez unveiled ***Cry Baby*** on August 14, 2015, opening up her world for audiences worldwide. Thematically, the album introduced the character of ***"Crybaby"***- tracing a heartbreaking, arresting, captivating, and thrilling journey from a harrowing childhood through self-actualization as a fierce and fiery female voice for her generation. The album bowed at #6 on the Billboard 200, netting her first Top 10 debut (to date spending 208 non-consecutive weeks on the chart), in addition to capturing the #1 spot on the Top Alternative Albums Chart. This epic visual concept record impressively spawned a slew of signature anthems a la the 3x-Platinum **"Dollhouse,"** 2x-Platinum "**Pity Party**," "**Play Date" "Pacify He**r,**" "Carousel**,**" "Mad Hatter**,**"** and **"Soap**,**"** and Platinum "**Training Wheels**," **"Sippy Cup**,**" "Alphabet Boy**,**"** and **"Tag, Your It**.**"**

Martinez kicked off the anniversary by relaunching her iconic **Cry Baby Perfume Milk** fragrance in collaboration with **Flower Shop Perfumes Co**, which sold out in just 8 hours. Renowned for its signature milky scent and collectible baby bottle, the first run of the fragrance arrived back in 2016, gaining a cult status as a virtually unattainable fan favorite having been sold out for over 5 years.

ABOUT MELANIE MARTINEZ:

Melanie Martinez has stretched, shaped, and molded alternative pop into an immersive, innovative, and inimitable world of her own design. Since emerging in 2012, the New York-born Latin-American singer, songwriter, director, and visionary has not only blurred the lines between genres, but also between reality and fantasy, beckoning audiences into the warm embrace of her singular artistry. Martinez broke ground with her now-iconic 2015 debut LP, ***Cry Baby***. The 2x-Platinum album, celebrating its 10th anniversary this year, is home to the 3x-Platinum **"Dollhouse,"** 2x-Platinum staples "**Pity Party**," "**Play Date" "Pacify He**r,**" "Carousel**,**" "Mad Hatter**,**"** and **"Soap**,**"** and Platinum favorites "**Training Wheels**," **"Sippy Cup**,**" "Alphabet Boy**,**"** and **"Tag, Your It**.**"** After vaulting to #6 on the Billboard 200, this epic has gone on to log 208 non-consecutive weeks on

the chart. In its wake, she notched two consecutive Top 3 debuts on the Billboard 200 with the Platinum-certified ***K-12*** (2019) and ***PORTALS*** (2023) - the former alongside an accompanying musical film of the same name, and the latter of which bowed at #2 and spawned **“VOID”** and **“DEATH**,**”** her first original songs to debut on the Billboard Hot 100. In 2024, she embarked on her first-ever global arena headline run, ***The Trilogy Tour***, packing legendary venues on multiple continents, including sold-out successive nights at Madison Square Garden. The outing saw the evolution of Martinez’s alter ego “Crybaby” performed live, featuring hits from all three of her albums, which have together earned over 39 billion worldwide streams to date.

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